

ORDER



Orders
Order / Rev: 1604358
Alt Order #: 10129136
Product Desc: 132/215/2409/SAM NEBRAKSA
Estimate: 2409
Flight Dates: 05/07/21 - 05/13/21
Original Date / Rev: 05/06/21 / 05/06/21
Order Type: GENERAL

KHGI

Primary AE: Dallas HRP/DAL
Sales Office: HRPDA
Sales Region: NAT

Agency
Name: Ax Media
Buying Contact:
Billing Contact:
 800 W 47th St Suite 200
 Kansas City, MO 64112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 15%

Advertiser
Name: SAM Nebraska
Demographic: A55+
Product Codes: PL Advocacy
Revenue Code 1: AGY
Revenue Code 2: Political
Revenue Code 3: Political Issue
Priority: Pol1

New Business Thru:
Advertiser External ID: 10008004
Agency External ID: 107874
Unit Code: General
Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 04/26/21 | 05/30/21 | 6 | \$1,950.00 | \$1,657.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|--------------|
| May 2021 | 6 | \$1,950.00 | \$1,657.50 | 30.30 |
| Totals | 6 | \$1,950.00 | \$1,657.50 | 30.30 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Dallas HRP/DAL | HRPDA | NAT | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KHGI | 11% | \$1,950.00 |
| Market | 100% | \$17,727.27 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| AWBL | 0% | \$0.00 |
| CABLE | 0% | \$0.00 |
| KFXL | 3% | \$531.82 |
| KGIN | 0% | \$0.00 |
| KHAS | 0% | \$0.00 |
| KHNE | 0% | \$0.00 |
| KLKE | 0% | \$0.00 |
| KLKN | 25% | \$4,431.82 |
| KLNE | 0% | \$0.00 |
| KMNE | 0% | \$0.00 |
| KOLN | 50% | \$8,863.64 |
| KSNB | 11% | \$1,950.00 |
| KTVG | 0% | \$0.00 |
| KUON | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|

Order / Rev: 1604358
 Alt Order #: 10129136
 Flight Dates: 05/07/21 - 05/13/21

Advertiser: SAM Nebraska
 Product Desc: 132/215/2409/SAM NEBRAKSA
 Estimate: 2409
KHGI

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--------------------------------------|-------|-------------------|---------|-----|-------------|----------|------|---------------|------|------------|----------|
| N 1 | KHGI | 05/10/21 | 05/10/21 | M-F Late News M-F NTV News at 10p | CM | 10p-1035p | 1----- | :30 | 1 | \$500.00 | Pol1 | 5.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/10/21 | 05/16/21 | 1----- | | 1 | | | \$500.00 | | | 5.00 | | | |
| N 2 | KHGI | 05/11/21 | 05/11/21 | M-F Late News M-F NTV News at 10p | CM | 10p-1035p | -1----- | :30 | 1 | \$500.00 | Pol1 | 5.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/10/21 | 05/16/21 | -1----- | | 1 | | | \$500.00 | | | 5.00 | | | |
| N 3 | KHGI | 05/13/21 | 05/13/21 | M-F Late News M-F NTV News at 10p | CM | 10p-1035p | ---1--- | :30 | 1 | \$500.00 | Pol1 | 5.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/10/21 | 05/16/21 | ---1--- | | 1 | | | \$500.00 | | | 5.00 | | | |
| N 4 | KHGI | 05/10/21 | 05/10/21 | M-F 6p News NTV News at 6p | CM | 6p-630p | 1----- | :30 | 1 | \$150.00 | Pol1 | 5.10 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/10/21 | 05/16/21 | 1----- | | 1 | | | \$150.00 | | | 5.10 | | | |
| N 5 | KHGI | 05/12/21 | 05/12/21 | M-F 6p News NTV News at 6p | CM | 6p-630p | --1---- | :30 | 1 | \$150.00 | Pol1 | 5.10 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/10/21 | 05/16/21 | --1---- | | 1 | | | \$150.00 | | | 5.10 | | | |
| N 6 | KHGI | 05/07/21 | 05/07/21 | M-F 6p News NTV News at 6p | CM | 6p-630p | ----1-- | :30 | 1 | \$150.00 | Pol1 | 5.10 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 05/03/21 | 05/09/21 | ----1-- | | 1 | | | \$150.00 | | | 5.10 | | | |
| Totals | | | | | | | | | | | | | 6 | \$1,950.00 | |